

# SmartRoute Systems / MHD

## Partnership History

1993 - First in nation to launch a real time advanced traveler information service.

1996 - System upgrade

1993 to 2009 - Continuously the most used service in the nation

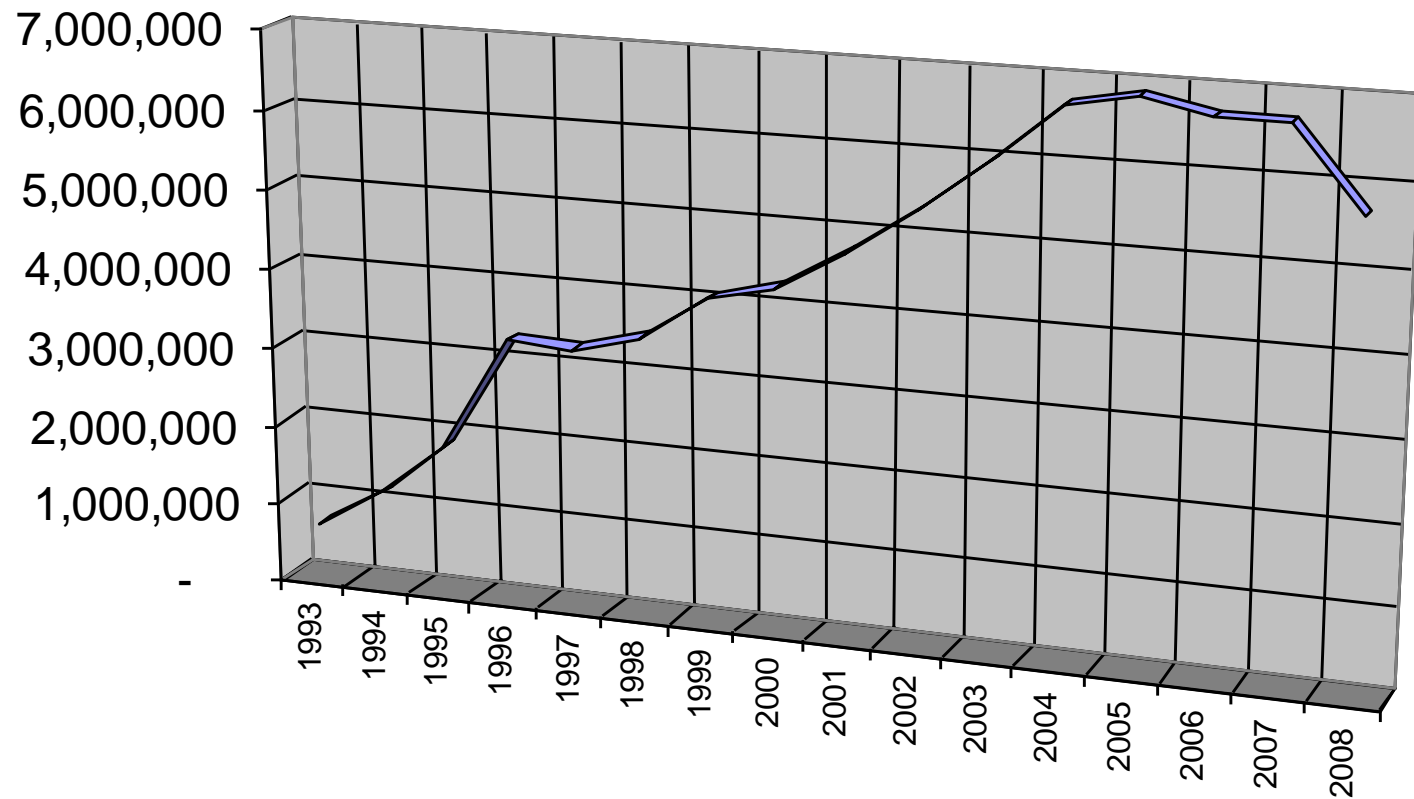
2007 - Launched 511 service becoming the most utilized 511 in the nation.

2009 - 16 years - Over 75 million calls.



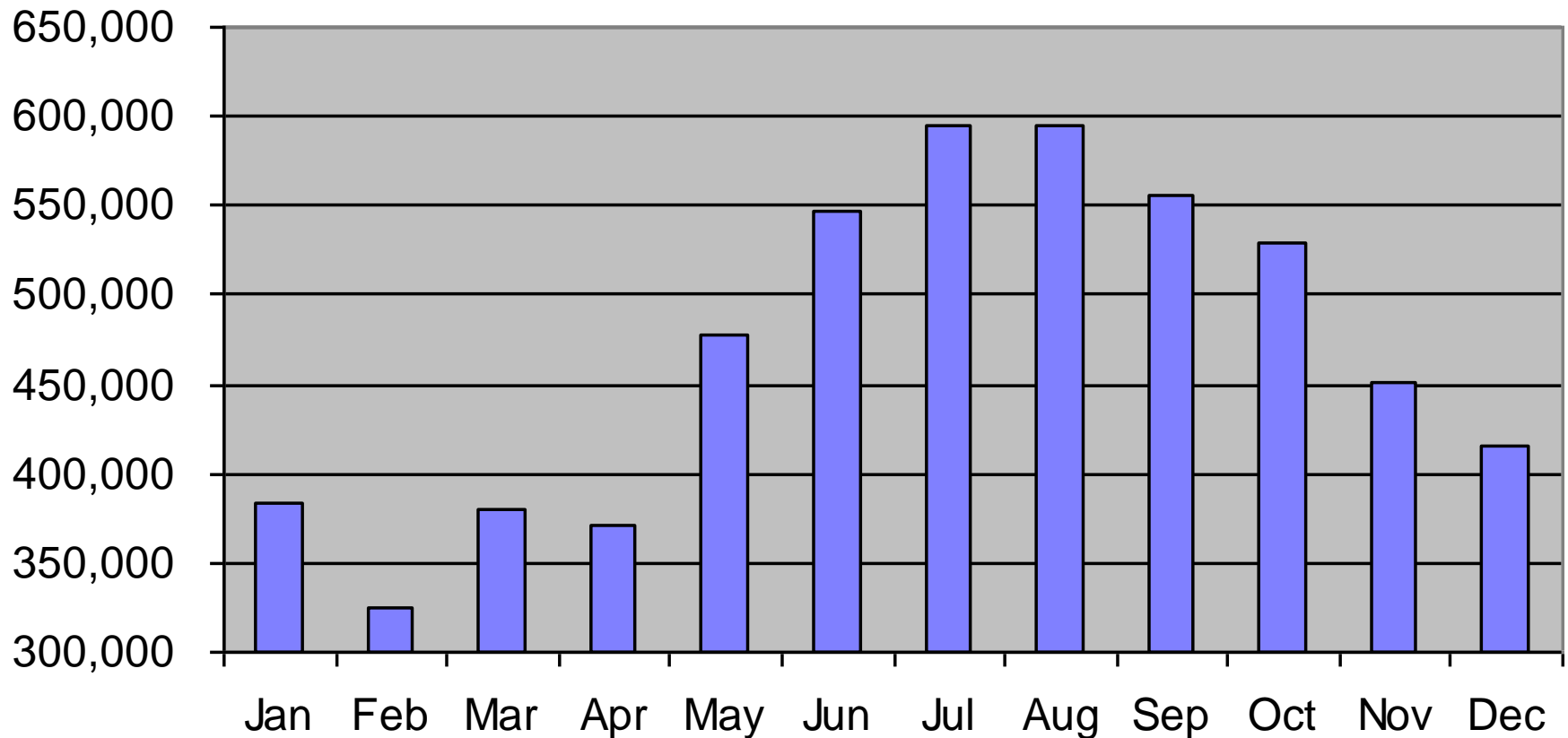
# Usage

**MHD / 511 Yearly Usage**



# Monthly Usage

**Monthly Average Usage Since 2000**



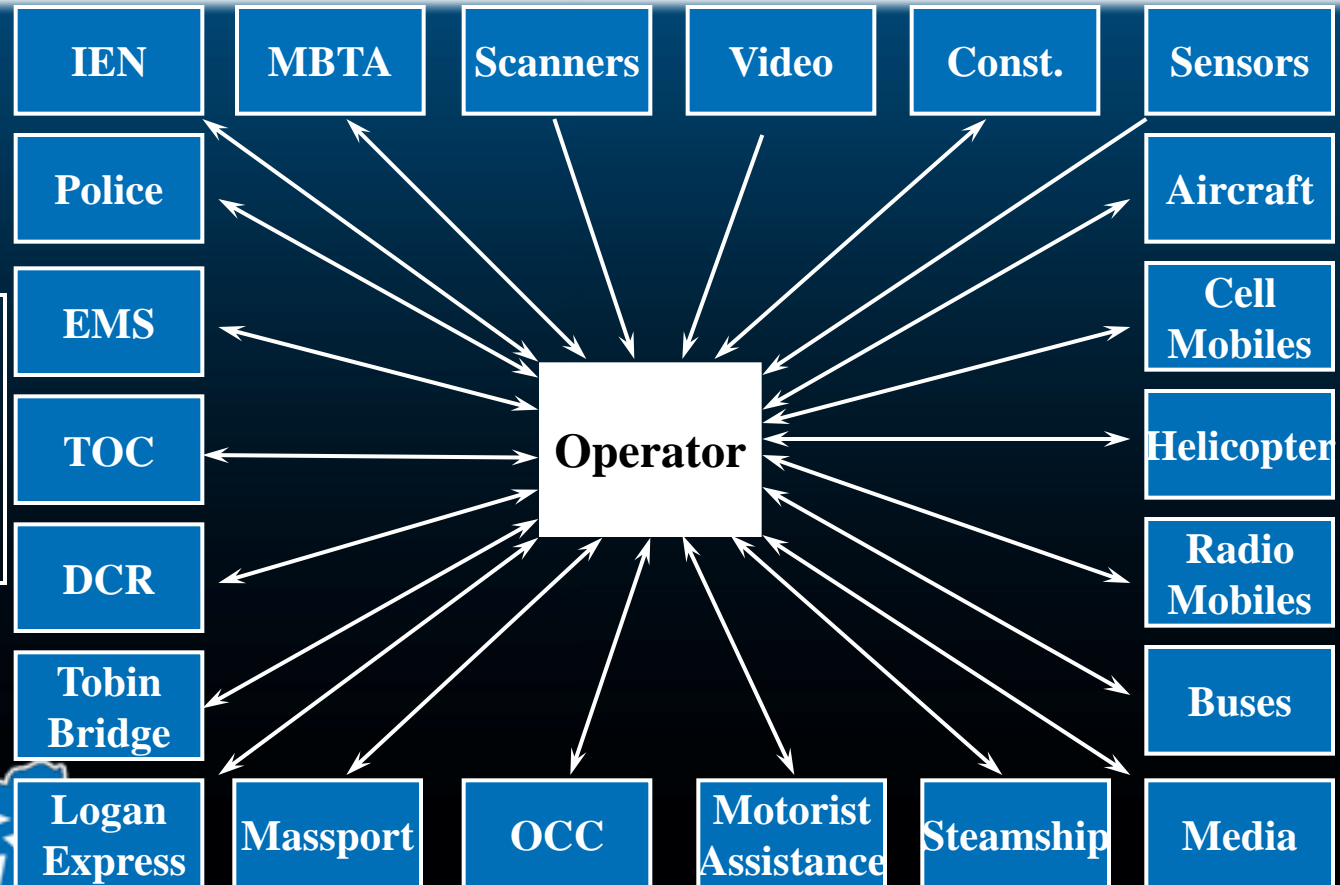
# SmarTraveler Usage

- 75 million calls since 1993
- 530,734 – Monthly Average Since '05
- 5.9 million – Yearly Average Since '05
- Average Call Length - 70 seconds
- Routes Per Call - 1.25



# Partnership Requirements

**Communication  
Relationships  
and  
Data Resources**



# Partnership Phases

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- Establishment
- Development
- Maintenance



# Partnership Phases

## Establishment

- Market program internally
- Establish interagency cooperation
- Develop customer base



# Partnership Phases

## Development

- Enhance relationships
- Grow customer base
- Improve technology
- Expand markets





# Partnership Phases

## Maintenance

- Preserve state of the art
- Expand customer base
- Preserve operational quality.



# Partnership Challenges

- Balance
  - Fiscal
  - Operational
  - Project
- Barriers / Limitations
  - Technology development
  - System maintenance
  - Shifting priorities



# Partnership Successes

- Successes
  - Trust / Integrity
  - Quality / User response
  - Leveraging of private sector relationships

